

Message Text

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UNCLAS STATE 137772

E.O. 11652: N/A

TAGS: BEXP, PL

FROM COMMERCE

SUBJECT: PRINTING & GRAPHIC ARTS TRADE MISSION

REF: WARSAW 3297

SUMMARY: COMMERCE ANXIOUS COMPLY WARSAW SUGGESTIONS RE
COMPOSITION AND SIZE SUBJECT MISSION BUT FULL COMPLIANCE
RAISES SERIOUS QUESTIONS RE OVERALL EFFECTIVNESS OR NEED
FOR THIS PROMOTION.

1. COMMERCE IN COMPLETE AGREEMENT THAT QUALITY NOT QUANTITY
IS PRIMARY CRITERION FOR ANY MISSION.

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2. RE SIZE OUR EXPERIENCE INDICATES THAT PRINTING AND
GRAPHIC ARTS INDUSTRY CANNOT BE ADEQUATELY REPRESENTED

BY 7 OR 8 MEMBER MISSION BUT WE ACCEPT POST'S JUDGEMENT THAT POLAND A SPECIAL CASE. WILL LIMIT SIZE TO 8 BUT WISH POINT OUT THAT THESE MEMBERS CANNOT OFFER A GOOD CROSS SECTION OF EQUIPMENT AND SUPPLIES ALREADY IDENTIFIED BY POST AS REQUIRED AND SALEABLE IN POLAND.

3. SINCE MOST MISSIONS TO EASTERN EUROPE HAVE MORE APPLICANTS THAN CAN BE ACCEPTED, COMMERCE WILL CABLE WEEKLY LIST THESE APPLICANTS (AND THEIR PRODUCTS) WITH REQUEST THAT ADDRESSEE AND INF POSTS SELECT THOSE MOST LIKELY TO SUCCEED.

4. SINCE KUROWSKI HAS ALREADY INDICATED THOSE U.S. FIRMS HE MOST ANXIOUS MEET, COMMERCE QUESTIONS RATIONALE BUILDING TRADE MISSION AROUND THESE SELECT FEW. SINCE ENTREE ALREADY ASSURED, WOULD IT NOT BE FEASIBLE ARRANGE INDIVIDUAL APPOINTMENTS THESE FIRMS WITH KUROWSKI AFTER MISSION LEAVES POLAND, THUS PERMITTING COMMERCE CONCENTRATE ON FIRMS NEW TO POLISH MARKET OFFERING PRODUCTS SPECIFICALLY IDENTIFIED AS SALEABLE IN MARKET RESEARCH AND INDIVIDUALLY APPROVED BY POST PER PARAGRAPH 3 ABOVE. RUSH

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